Effect of media on Indian culture

†994. SHRI JANESHWAR MISHRA: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether it is a fact that TV and other media have been adversely affecting Indian culture;

(b) if so, whether it is also a fact that the psyche of youth of the country has been turning into short temper and utterly violent; and

(c) if so, the step being taken by Government in-this direction?

THE MINISTER' OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) to (c) The information is being collected and will be laid on the Table of the House.

Promotion of tourist potential of South India

995. SHRI RUMANDLA RAAMACHANDRAYYA: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether a common strategy for promotion of South India as a single tourism destination has been chalked out;

(b) if so, the details thereof; and

(c) the other steps taken to double the tourist arrivals in the South India having unlimited tourist potential?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) and (b) In order to encourage and assist in the development and marketing of South Indian destinations, in a unified manner, as a common tourist block, a meeting of the South India Tourism Ministers was organised on 5th June, 2003 by Government of Andhra Pradesh in Hyderabad. It was resolved in the meeting to approach Government of India for implementation of "Open-Sky Policy". It was also proposed to run a circular tourist train for South India.

(c) Various steps taken by Government of India to increase tourist arrivals in India including South India include:

Direct approach to the consumers through Electronic and Print media

†Original notice of the question was received in Hindi.

- Creation of World Class Collaterals
- Centralized Electronic Media Campaign
- Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas
- Providing greater focus in the emerging markets particularly in the region of China, North-East Asia and South-East Asia
- Participation in Trade Fairs and Exhibitions
- Optimize Editorial PR and Publicity
- Use of Internet and web marketing
- Generating Tourist Publications
- Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

In addition to the above, the Deptt. of Tourism, Govt. of India has the following short-term and long-term plans to promote tourism thereby attracting foreign tourists:

- Positioning and maintaining tourism development as a National priority activity;
- Enhancing and maintaining the competitiveness of India as a tourism destination
- Improving India's existing tourism products and expanding these to meet new market requirements
- Creation of world class infrastructure
- Special thrust to rural and small segment tourism
- Attention to civilizational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and

Development of tourism circuits and tourism-cum-cultural hubs.